

AMENDMENTS

In the claims:

1 - 7. (cancelled)

8. (new) An apparatus, comprising:

a holder extending downwardly from a tray plane;

a holder cavity formed by a holder wall, a bottom, and a top,

the holder cavity comprising an interior of sufficient girth and depth to hold a beverage cup; and

a crushable extension extending outwardly from and of unitary construction with the exterior wall, the crushable extension comprising

a first tier, comprising

a first tier left wall, a first tier right wall, each of the first tier left wall and the first tier right wall being joined to the holder wall at approximately a right angle to the holder wall,

a first tier face joined to the first tier right wall and the first tier left wall, the first tier face being closer to the bottom of the holder cavity than the top of the holder cavity.

9. (new) The apparatus of claim 8 wherein the first tier left wall and first tier right wall coupled to the holder wall for substantially the depth of the holder wall.

10. (new) The apparatus of claim 8 wherein the first tier face coupled to the first tier right wall and the first tier left wall at approximately right-angles.

11. (new) The apparatus of claim 8 wherein the first tier left wall is substantially triangular.

12. (new) The apparatus of claim 8 wherein the crushable extension is of unitary construction.

13. (new) The apparatus of claim 12 wherein the crushable portion and interior wall are of unitary construction.

14. (new) The apparatus of claim 8 wherein the first tier face extends from the top of the holder cavity further than a standard width of a beverage holder.

15. (new) The apparatus of claim 8 wherein the crushable extension is a solid deformable material.

16. (new) The apparatus of claim 8 further comprising a tray extending outwardly in the tray plane.

17. (new) The apparatus of claim 15 wherein the tray and holder wall are of unitary construction.

18. (new) The apparatus of claim 8 further comprising a second tier, the second tier comprising
a second tier left wall, a second tier right wall, each of the second tier left wall and the second tier right wall being joined to the first tier face wall at approximately a right angle to the first tier face,
a second tier face joined to the second tier right wall and the second tier left wall, the second tier face being closer to the bottom of the holder cavity than the top of the holder cavity.

19. (new) The apparatus of claim 16 wherein the second tier face coupled to the second tier right wall and the second tier left wall at approximately right angles.

20. (new) A system, comprising:

- an automobile cup holder;

- a holder extending downwardly from a tray plane;

- a holder cavity formed by a holder wall, a bottom, and a top,

- the holder cavity comprising an interior of sufficient girth and depth to hold a beverage cup; and

- a crushable extension extending outwardly from and of unitary construction with the exterior wall, the crushable extension comprising

 - a first tier, comprising

 - a first tier left wall, a first tier right wall, each of the first tier left wall and the first tier right wall being joined to the holder wall at approximately a right angle to the holder wall,

 - a first tier face joined to the first tier right wall and the first tier left wall, the first tier face being closer to the bottom of the holder cavity than the top of the holder cavity;

 - the holder secured in the automobile cup holder.

21. (new) The system of claim 20 wherein the first tier face is securely crushed in the automobile cup holder.

22. (new) A method of securing cup holder into an automobile cup holder, comprising:

- placing a cup holder into an automobile cup holder;
- applying a force to the cup holder, the force applied proximate to the cup-holder;
- the cup holder comprising
 - a holder extending downwardly from a tray plane;
 - a holder cavity formed by a holder wall, a bottom, and a top,
 - the holder cavity comprising an interior of sufficient girth and depth to hold a beverage cup; and
 - a crushable extension extending outwardly from and of unitary construction with the exterior wall, the crushable extension comprising
 - a first tier, comprising
 - a first tier left wall, a first tier right wall, each of the first tier left wall and the first tier right wall being joined to the holder wall at approximately a right angle to the holder wall,
 - a first tier face joined to the first tier right wall and the first tier left wall, the first tier face being closer to the bottom of the holder cavity than the top of the holder cavity;
- crushing a portion of the crushable extension such that the cup holder is secured into the automobile cup holder.